

DAFTAR PUSTAKA

- Adieb, M. (2020, Juni 30). *Company Profile: Definisi dan Apa Saja yang Harus Ada di Dalamnya*. Retrieved from Glints: <https://glints.com/id/lowongan/company-profile-adalah/#.YAr8nTnivIV>
- Agarwal, U. A. (2019). Qualitative Interviewing. *Methodological Issues in Management Research: Advances, Challenges, and the Way Ahead*, 79-91. doi:<http://doi.org/10.1108/978-1-78973-973-220191006>
- Arromba, I. F., Martin, P. S., Ordoñez, R. C., Anholon, R., Rampasso, I. S., Santa-Eulalia, L. A., . . . Gonçalves Quelhas, O. L. (2020). Industry 4.0 in the product development process: benefits, difficulties and its impact in marketing strategies and operations. *Journal of Business & Industrial Marketing*, 1-13. doi:<https://doi.org/10.1108/JBIM-01-2020-0014>
- Balmer, J. M. (2017). The corporate identity, total corporate communications, stakeholders' attributed identities, identifications and behaviours continuum. *European Journal of Marketing*, 1472-1502. doi:<https://doi.org/10.1108/EJM-07-2017-0448>
- Bartholme, R. H., & Melewar, T. C. (2010). Exploring the auditory dimension of corporate identity management. *Marketing Intelligence & Planning*, 92-106. doi:<https://doi.org/10.1108/02634501111117566>
- Bloch, O. (2014). *Corporate Identity and Crisis Response Strategies Challenges and Opportunities of Communication in Times of Crisis*. Frankfurt: Springer Fachmedien Wiesbaden.
- Bongomin, O., Yemane, A., Kembabazi, B., & Malanda, C. (2020). The Hype and Disruptive Technologies of Industry 4.0 in Major Industrial Sectors: A State of the Art. *Waste of Energy*, 1-31. doi:<http://dx.doi.org/10.20944/preprints202006.0007.v1>
- Borner, M., & Zerfass, A. (2018). The Power of Listening in Corporate Communications: Theoretical Foundations of Corporate Listening as a Strategic Mode of Communication. *Public Relations and the Power of Creativity*, 3-22. doi:<https://doi.org/10.1108/S2398-391420180000003001>

- Buckley, L., & Ward, H. (2016). 3 Perspective On The Idea Of Disruptive Change. *Getting good at disruption in an uncertain world: Insights from Southern NGO leaders*, 18-27. Retrieved from <https://www.jstor.org/stable/resrep18052.6>
- Carroll, C. E. (2013). *The Handbook of Communication and Corporate Reputation*. Oxford: John Wiley & Sons, Inc.
- Chiyio, E., & Olomolaiye, P. (2010). *Contruaction Stakeholder Management*. England: Blackwell Publishing Ltd.
- Cornelissen, J. (2014). *Corporate Communication*. Los Angeles: SAGE.
- Davis, J. F. (2013). Beyond “caste-typing”? Caroline Robinson Jones, advertising pioneer and trailblazer. *Journal of Historical Research in Marketing*, 308-333. doi:<https://doi.org/10.1108/JHRM-03-2013-0011>
- Dotzel, T., & Shankar, V. (2019). The Relative Effects of Business to Business (vs. Business to Consumer) Service Innovations on Firm Value and Firm Risk: An Empirical Analysis. *Journal of Marketing*, 1-20. doi:DOI: [10.1177/0022242919847221](https://doi.org/10.1177/0022242919847221)
- Ghobakhloo, M., & Fathi , M. (2020). Corporate survival in Industry 4.0 era: the enabling role of lean-digitized manufacturing. *Journal of Manufacturing Technology Management*, 1-30.
- Henkel. (2021). *Henkel Corporate Design Portal*. Retrieved from Henkel Digital Asset Platform: https://publisher.henkel-dam.com/content/portals/cc_cdp/main/en/search.html
- Hong, W. H., & Balmer, J. M. (2013). A grounded theory of the corporate identity and corporate strategy dynamic: A corporate marketing perspective. *European Journal of Marketing*, 401-430. doi:DOI [10.1108/03090561311297391](https://doi.org/10.1108/03090561311297391)
- Husted, B. W., & Allen, D. B. (2011). *Corporate Social Strategy Stakeholder Engagement and Competitive Advantage*. New York: Cambridge University Press.
- Illia, L., & Balmer , J. M. (2012). Corporate communication and corporate marketing: Their nature, histories, differences and similarities. *Corporate*

- Communications: An International Journal*, 415-433.
doi:<https://doi.org/10.1108/13563281211274121>
- Jagodic, G. (2014). B2B Marketing and Its Impact On The Performance Of The Company. *Human Capital without Borders: Knowledge and Learning for Quality of Life*, 1425-1431.
- Koh, L., Orzes , G., & Lia, F. J. (2019). The fourth industrial revolution (Industry 4.0): technologies disruption on operations and supply chain management. *International Journal of Operations & Production Management*, 817-828.
doi:<https://doi.org/10.1108/IJOPM-08-2019-788>
- Kover, A. J. (2016). Copywriters' Implicit Theories of Communication: An Exploration. 16.
- Melewar, T. C., Foroudi, P., Gupta, S., Kitchen, P. J., & Foroudi , M. M. (2017). Integrating identity, strategy and communications for trust, loyalty and commitment. *European Journal of Marketing*, 572-604.
doi:<https://doi.org/10.1108/EJM-08-2015-0616>
- Nazir, M. (2013). *Metode Penelitian*. Bogor: Ghalia Indonesia.
- Philbeck, T., & Davis, N. (2018). The Fourth Industrial Revolution: Shaping A New Era. *Journal of International Affairs*, 17-22. Retrieved from <https://www.jstor.org/stable/26588339>
- Roper, S., & Fill, C. (2012). *Corporate Reputation Brand and Communication*. Edinburgh: Pearson Education Limited.
- Siddivo, M. (2017). Move Up or Move Out? The Impact of New Technologies on the Role of the "World. *China Perspective*, 37-45. Retrieved from <https://www.jstor.org/stable/26380518>
- Ustundag, A., & Cevikcan, E. (2018). *Industry 4.0: Managing The Digital Transformation*. Switzerland : Springer .
- Wallin, A., Pihlajamaa, M., & Malmelin, N. (2021). How do large corporations manage disruption? The perspective of manufacturing executives in Finland. *European Journal of Innovation Management*, 1060-1460.
doi:<https://doi.org/10.1108/EJIM-09-2020-0383>
- Wheeler, A. (2018). *Designing Brand Identity*. New Jersey: John Wiley & Sons.

Ying, J. (2019). The Importance of Discussion Method in the Undergraduate Business Classroom. 28.

Zerfass, A., & Volk, S. C. (2018). How communication departments contribute to corporate success: The communications contributions framework. *Journal of Communication Management*, 397-415.
doi:<https://doi.org/10.1108/JCOM-12-2017-0146>

Zhu, X., & Zolkiewski, J. (2016). Exploring service adaptation in a business-to-business context. *Journal of Service Theory and Practice*, 1-36.
doi:<https://doi.org/10.1108/JSTP-02-2014-0039>